

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

## SECOND REPORT FOR AUGUST 1979

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	15.0 7	15.8 11	17.6 23	IFR	IFR	14.3 6	17.7 21	14.8 30	13.5 27	15.8 33	15.0 60	12.3 13	14.6 73

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 10:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.9 5	10.3 3	6.4 12	7.5 13	5.3 11	7.2 3	5.7 16	7.6 12	6.8 28	4.7 37	6.2 6	5.4 11	5.9 17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 26, 1979

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	24.9	18,550	10	ALICE	21.0	15,650
2	WKRP IN CINCINNATI	24.0	17,880	11	ABC SATURDAY NIGHT MOVIE(S)	20.4	15,200
3	M*A*S*H	23.4	17,430	12	HAPPY DAYS	20.1	14,970
4	TAXI	22.5	16,760	13	ABC SUNDAY NIGHT MOVIE	19.8	14,750
5	CHARLIE'S ANGELS	22.1	16,460	14	JEFFERSONS	19.7	14,680
5	DETECTIVE SCHOOL#	22.1	16,460	15	BARNEY MILLER	18.8	14,010
7	HAPPY DAYS SPECIAL(S)	21.4	15,940	16	CARTER COUNTRY	18.6	13,860
8	LOU GRANT	21.3	15,870	17	60 MINUTES	18.5	13,780
9	VEGA\$	21.2	15,790				







ABC WEEKEND REPORT-SAT.	44	141	147	87	87	A	5.3	13	395	SATURDAY NIGHT	39	212	213	99	98	A	10.2	35	760
1 SAT. 12.00M	15					B	7.6	16	566	1 SAT. 11.30P	78					B	12.6	38	939
2 SAT. 11.00P	15									2 SAT. 12.39A	76								
ABC WEEKEND REPORT-SUN.	44	154	153	91	91	A	6.5	14	484	SOAP	16	169	170	93	96	A	6.8	21	507
SUN. 11.00P	15					B	6.7	16	499	1 FRI. 11.30P	64					B	6.8	21	507
BARETTA-WED.	6	172	171	96	96	A	4.3	28	320	2 FRI. 11.30P	63								
1 WED. 1.05A	44					B	4.7	29	350	STARKY AND HUTCH-11:30	44	179	176	96	96	A	6.8	24	507
2 WED. 12.36A	52									1 THU. 11.30P	67					B	6.6	24	492
BARETTA-THU.	6	167	168	94	95	A	5.4	30	402	2 THU. 11.30P	66								
1 THU. 12.37A	45					B	5.1	28	380	TOMORROW SHOW	173	175	174	98	97	A	3.1	22	231
2 THU. 12.36A	48									1 M & W 1.00A	47					B	2.6	19	194
CBS SUNDAY NEWS-BRADLEY	43	131	133	76	76	A	7.6	16	566	1 TU&TH 1.00A	45								
SUN. 11.00P	15					B	7.7	17	574	2 MON. 1.00A	50								
LATE MOVIE I	209	161	163	88	91	A	7.4	26	551	2 TU & W 1.00A	45								
MON. 11.30P	71					B	7.5	27	559	2 THU. 1.00A	46								
1 TU & W 11.30P	73									TONIGHT SHOW	218	210	212	99	99	A	7.7	28	574
1 THU. 11.30P	26									1 MON. 11.30P	76					B	7.5	28	559
1 FRI. 11.30P	72									1 TUE. 11.30P	75								
2 TUE. 11.30P	73									WED. 11.30P	77								
2 THU. 11.30P	27									1 THU. 11.30P	80								
LATE MOVIE II	208	160	163	88	91	A	4.5	24	335	1 FRI. 11.30P	79								
1 MON. 12.41A	44					B	4.8	27	358	2 MON. 11.30P	78								
1 TUE. 12.43A	41									2 TUE. 11.30P	80								
1 WED. 12.43A	42									2 TH & F 11.30P	76								
1 THU. 12.05A	55									TUESDAY MOVIE OF THE WEEK	41	181	182	97	96	A	5.2	24	387
1 FRI. 12.42A	38									1 TUE. 11.30P	71					B	6.2	24	462
										2 TUE. 12.38A	65								

DOCTORS				114	199	199	98	98	A	6.1	22	454	M-F	8.30A	30	NBC	N		B	4.8	28	358			
M-F	2.00P	30	NBC	DD					B	5.8	21	432	\$20,000 PYRAMID				219	169	170	90	91	A	4.7	18	350
EDGE OF NIGHT				206	162	162	88	88	A	5.5	19	410	M-F	12.00N	30	ABC	QG		B	5.1	20	380			
M-F	4.00P	30	ABC	DD					B	5.6	18	417	WHEEL OF FORTUNE				215	200	200	97	97	A	5.6	23	417
FAMILY FEUD				217	195	196	99	99	A	7.7	32	574	M-F	11.30A	30	NBC	QG		B	5.7	25	425			
M-F	11.30A	30	ABC	QP					B	7.7	33	574	WHEW				76	162	164	90	92	A	5.1	24	380
GENERAL HOSPITAL				214	191	191	99	99	A	9.9	33	738	M-F	10.30A	24	CBS	QG		B	5.0	25	373			
M-F	3.00P	60	ABC	DD					B	8.8	29	656	YOUNG AND THE RESTLESS				80	191	191	98	98	A	10.2	38	760
GOOD MORNING, AMERICA-730				220	190	190	98	98	A	3.1	27	231	M-F	1.00P	30	CBS	DD		B	9.6	38	715			
M-F	7.30A	30	ABC	N					B	3.3	23	246	WEEKEND DAYTIME												
GOOD MORNING, AMERICA-830				220	193	194	97	97	A	4.5	24	335	ABC WIDE WORLD-SPORTS SAT				34	200	203	99	99	A	9.7	29	723
M-F	8.30A	30	ABC	N					B	4.3	24	320	1 SAT.	5.00P	90	ABC	SA		B	10.4	27	775			
GUIDING LIGHT				218	188	188	99	99	A	8.3	29	618	2 SAT.	5.02P	88										
M-F	2.30P	60	CBS	DD					B	8.1	28	603	ABC WIDE WORLD-SPORTS-SUN				27	187	187	97	96	A	6.9	21	514
HIGH ROLLERS				216	190	189	93	93	A	4.5	20	335	1 SUN.	4.30P	90	ABC	SA		B	10.3	28	767			
M-F	11.00A	30	NBC	QG					B	5.0	24	373	2 SUN.	5.07P	53										
HOLLYWOOD SQUARES				10	164	164	87	87	A	4.5	21	335	ALL NEW PINK PANTHER				11	177		91		A	6.4	27	477
M-F	10.30A	30	NBC	QP					B	4.5	21	335	1 SAT.	12.00N	30	ABC	CA		B	5.5	26	410			
LAVERNE & SHIRLEY M-F				94	180	179	98	97	A	8.2	37	611	ALL NEW POPEYE HOUR 1				46	186	187	96	96	A	3.2	30	238
M-F	11.00A	30	ABC	CS					B	6.4	31	477	SAT.	8.00A	30	CBS	CA		B	3.6	29	268			
LOVE OF LIFE				73	141	140	80	80	A	3.6	12	268	ALL NEW POPEYE HOUR 2				46	186	187	96	96	A	4.5	30	335
M-F	4.00P	30	CBS	DD					B	3.6	13	268	SAT.	8.30A	30	CBS	CA		B	5.5	32	410			
M*A*S*H M-F				215	184	184	93	93	A	8.7	28	648	ALVIN AND THE CHIPMUNKS				22	189	190	96	97	A	2.0	21	149
M-F	3.30P	30	CBS	CS					B	7.8	25	581	SAT.	8.00A	30	NBC	CA		B	2.5	23	186			

SAT. 10.00A 30 CBS CA	14	167	164	93	91	B	9.5	39	708	IN THE NEWS- 9.59AM	46	193	195	99	99	A	8.3	39	618
CBS SAT. FILM FESTIVAL						A	5.1	21	380	SAT. 9.59A	3 CBS CN					B	9.4	39	700
SAT. 1.30P 30 CBS CL						B	4.2	18	313	IN THE NEWS-10.26AM	46	193	195	99	99	A	7.5	33	559
CBS SPORTS SPECTACULAR	42	144	150	84	85	A	4.0	13	298	SAT. 10.26A	3 CBS CN					B	9.1	37	678
1 SAT. 5.00P 60 CBS SA						B	5.4	15	402	IN THE NEWS-11.33AM	46	191	192	98	98	A	6.0	27	447
2 SAT. 4.30P 90										SAT. 11.33A	3 CBS CN					B	7.4	30	551
CBS SPORTS SPEC. SP. ED(S)	103			64		A	3.1	11	231	IN THE NEWS-11.56AM	46	191	192	98	98	A	5.8	26	432
1 SAT. 3.30P 30 CBS SA										SAT. 11.56A	3 CBS CN					B	6.9	28	514
CHALLENGE-SUPERFRIENDS 1	12	193	188	99	95	A	5.7	28	425	IN THE NEWS-12.26PM	46	182	180	96	96	A	5.4	23	402
SAT. 10.00A 30 ABC CA						B	5.1	25	380	SAT. 12.26P	3 CBS CN					B	5.5	22	410
CHALLENGE-SUPERFRIENDS 2	12	194	189	99	96	A	6.7	31	499	IN THE NEWS-12.56PM	44	188	186	98	98	A	6.1	25	454
SAT. 10.30A 30 ABC CA						B	6.6	32	492	SAT. 12.56P	3 CBS CN					B	6.2	24	462
CHALLENGE-SUPERFRIENDS 3	12	194	189	99	96	A	6.0	27	447	IN THE NEWS- 1.26PM	39	159	156	85	84	A	5.3	21	395
SAT. 11.00A 30 ABC CA						B	6.8	32	507	SAT. 1.26P	3 CBS CN					B	4.6	17	343
CLUE CLUB	29	41	48	35	37	A	.8	8	60	IN THE NEWS-1.56PM	8	167	164	93	91	A	4.6	19	343
SUN. 8.30A 30 CBS CA						B	1.2	11	89	SAT. 1.56P	3 CBS CN					B	4.5	19	335
COLLEGE FOOTBALL 1979(S)	166			90		A	3.0	10	224	IN THE NEWS- 8.26AM-SUN.	29	49	54	40	51	A	1.1	15	82
1 SUN. 3.30P 60 ABC SA										SUN. 8.26A	3 CBS CN					B	1.2	14	89
DAFFY DUCK	39	202	202	98	98	A	5.2	24	387	IN THE NEWS- 8.56AM-SUN.	29	41	48	35	37	A	.9	8	67
SAT. 10.30A 30 NBC CA						B	6.4	26	477	SUN. 8.56A	3 CBS CN					B	1.3	11	97
FABULOUS FUNNIES	27	137	140	70	71	A	3.4	15	253	ISSUES AND ANSWERS	42	179	161	96	91	A	2.3	11	171
SAT. 12.30P 30 NBC CA						B	3.8	16	283	SUN. 12.00N	30 ABC CC					B	2.9	12	216
FACE THE NATION	46	173	179	96	98	A	3.6	20	268	JETSON'S	27	195	192	96	96	A	6.4	29	477
SUN. 11.30A 30 CBS CC						B	3.2	15	238	SAT. 11.30A	30 NBC CA					B	6.5	28	484



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM NAME										HOUSEHOLD AUDIENCES			PROGRAM NAME										HOUSEHOLD AUDIENCES																				
T/C THIS SEASON										NO. OF STATIONS			PROGRAM COVERAGE			T/C THIS SEASON										NO. OF STATIONS			PROGRAM COVERAGE														
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2 WK 1 WK 2			K E Y			AVG. AUD. SHARE %			AVG. AUD. (0,000)			WK # DAY START TIME DUR NET TYPE										WK 1 WK 2 WK 1 WK 2			K E Y			AVG. AUD. SHARE %			AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																			SCOOBY'S ALL STARS II										12			188 187 97 97			A B			4.7 26 350					
KIDS ARE PEOPLE TOO II										122 113 80 78			A			2.2 12 164			SAT. 9.00A 30 ABC CA										12			188 187 97 97			A			4.7 27 350					
SUN. 10.30A 30 ABC CL										46			B			3.1 15 231			SCOOBY'S ALL STARS III										12			188 187 97 97			A			5.6 27 417					
KIDS ARE PEOPLE TOO III										122 113 80 78			A			2.9 15 216			SAT. 9.30A 30 ABC CA										12			188 187 97 97			B			5.0 25 373					
SUN. 11.00A 30 ABC CL										46			B			3.5 16 261																											
MEET THE PRESS										199 197 98 98			A			3.5 17 261			SPACE ACADEMY										46			182 180 97 97			A			5.9 26 440					
SUN. 12.30P 30 NBC CC										44			B			3.3 15 246			SAT. 12.00N 30 CBS CL										30			180 174 92 87			B			5.9 24 440					
METRIC MARVELS-10:27AM										201 201 99 99			A			4.7 21 350			SPORTSWORLD										30			180 174 92 87			A			7.4 23 551					
SAT. 10.27A 2 NBC CN										45			B			5.6 23 417			SUN. 4.00P 90 NBC SE										30			180 174 92 87			B			5.9 17 440					
																			SUNDAY MORNING										27			81 85 70 71			A			2.0 13 149					
METRIC MARVELS-11:57AM										198 195 98 98			A			6.3 28 469			SUN. 9.00A 90 CBS N										27			81 85 70 71			B			2.0 12 149					
SAT. 11.57A 2 NBC CN										45			B			5.8 24 432			TARZAN AND SUPER SEVEN 1										46			191 192 98 98			A			5.9 27 440					
METRIC MARVELS-10:57AM										201 201 97 97			A			5.2 23 387			SAT. 10.30A 30 CBS CA										46			191 192 98 98			B			7.5 30 559					
SAT. 10.57A 2 NBC CN										39			B			6.4 26 477																											
NASL CHAMP. SOCCER-SAT										179 181 94 94			A			2.5 10 186			TARZAN AND SUPER SEVEN 2										46			191 192 98 98			A			6.3 29 469					
1 SAT. 2.00P 150 ABC SE										4			B			2.7 10 201			SAT. 11.00A 30 CBS CA										46			191 192 98 98			B			7.6 31 566					
2 SAT. 12.00N 150																			TARZAN AND SUPER SEVEN 3										46			191 192 98 98			A			6.1 27 454					
NBC MAJOR LEAGUE PRE GAME										216 203 99 94			A			5.1 22 380			SAT. 11.30A 30 CBS CA										46			191 192 98 98			B			7.1 29 529					
1 SAT. 2.00P 18 NBC SC										19			B			5.0 22 373			WESTCHESTER CLASSIC-SAT(S)										163			92			A			5.0 17 373					
2 SAT. 2.00P 16																			1 SAT. 4.00P 60 CBS SE										163			92			A			5.1 17 380					
NBC MAJOR LEAGUE BASEBALL										216 203 99 94			A			7.5 26 559			WESTCHESTER CLASSIC-SUN(S)										184			98											
1 SAT. 4.00P 120 CBS SE										19									1 SUN. 4.00P 120 CBS SE										184			98											

1 SAT. 2.18P 245 NBC SE  
 2 SAT. 2.16P 147  
 NFL PRE-SEASON FTBL-CBS(S)  
 1 SUN. 1.00P 180 CBS SE  
 PASSPORT TO PASADENA(S)  
 2 SUN. 3.00P 60 CBS SA  
 PGA SPECIAL(S)  
 2 SUN. 3.30P 30 NBC SE  
 RFK PRO-CELEBRITY TENNIS(S)  
 2 SUN. 1.30P 90 ABC SE  
 SCHOOLHOUSE ROCK-8.26AM  
 SAT. 8.26A 3 ABC CN  
 SCHOOLHOUSE ROCK-8.57AM  
 SAT. 8.57A 3 ABC CN  
 SCHOOLHOUSE ROCK-9.56AM  
 SAT. 9.56A 3 ABC CN  
 SCHOOLHOUSE ROCK-11.26AM  
 SAT. 11.26A 3 ABC CN  
 SCHOOLHOUSE ROCK-12.26PM  
 1 SAT. 12.26P 3 ABC CN  
 SCHOOLHOUSE ROCK-11.55AM  
 SUN. 11.55A 4 ABC CN  
 SCOOBY'S ALL STARS I  
 SAT. 8.30A 30 ABC CA

187 96  
 183 98  
 153 79  
 166 86  
 186 184 95 94  
 188 187 97 97  
 188 187 97 97  
 194 189 99 96  
 177 91  
 135 132 84 83  
 188 187 97 97

WHAT'S NEW, MISTER MAGOO 29  
 SUN. 8.00A 30 CBS CA  
 WORLD CUP TRACK-FIELD-SAT(S)  
 2 SAT. 3.00P 122 ABC SE  
 WORLD CUP TRACK-FIELD-SUN(S)  
 2 SUN. 3.00P 127 ABC SE

49 54 40 51  
 189 97  
 189 97  
 A 1.0 15 75  
 B .9 12 67  
 A 4.5 16 335  
 A 6.7 22 499

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 13, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,920 25.4											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,490 11.4	11.1*		12.0*		12.2*		12.0*		12.0*		10.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 10.4	23* 11.7	12.1	23* 11.9	11.9	22* 12.5	12.3	20* 11.7	12.2	21* 11.9	11.3	19* 9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,500 20.8				19,740 26.5		19,300 25.9		19,970 26.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,030 14.8	13.9*		15.7*	16,990 22.8		17,730 23.8		15,420 20.7	20.6*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 13.6	28* 14.2	15.0	29* 16.3	40 21.7	40 24.0	40 23.0	38 24.6	38 20.6	37* 20.6	21.0	39* 20.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,570 20.9				19,000 25.5							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,620 15.6	14.6*		16.7*	11,100 14.9	13.8*		15.5*		15.4*		14.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 13.8	29* 15.5	16.3	31* 17.0	26 13.9	24* 13.7	26* 15.3	26* 15.6	15.1	28* 15.6	15.3	28* 14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,430 23.4											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,690 13.0	10.6*		12.9*		13.4*		14.2*		14.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 10.2	21* 11.0	12.6	23* 13.1	13.3	23* 13.5	14.0	24* 14.4	14.6	24* 13.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,530 19.5		15,650 21.0		20,190 27.1		19,970 26.8		19,890 26.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,220 16.4		12,670 17.0		17,880 24.0		17,950 24.1		16,240 21.8	21.5*		22.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 14.9		30 17.9		40 22.9	39 25.0	39 23.9	38 24.2	38 21.2	37* 21.7	40* 22.6	40* 21.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,650 21.0				16,840 22.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,650 14.3	12.7*		15.8*	10,280 13.8	13.3*		13.9*		14.5*		13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 12.7	25* 12.8	15.3	28* 16.4	24 13.2	22* 13.4	23* 13.9	23* 13.9	14.7	25* 14.3	13.6	25* 13.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.3	45.7	45.5	47.0	48.7	51.8	53.4	55.3	55.7	58.0	59.1	59.6	56.2	55.8	54.8	53.3
		WK. 2	44.9	45.8	46.6	49.1	50.5	53.1	55.8	58.0	59.0	61.0	60.6	61.5	59.4	58.1	55.5	54.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. MON. AUG. 20, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. AUG.14, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,550 24.9		17,950 24.1		21,230 28.5		19,220 25.8		16,840 22.6			
							HAPPY DAYS (R)		DETECTIVE SCHOOL (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						15,570 20.9		16,460 22.1		19,300 25.9		17,140 23.0		13,410 18.0	18.1*		18.0*
W E E K 2	SHARE OF AUDIENCE %						42		41		46		41		33	33*		34*
	AVG. AUD. BY ¼ HR.						19.2	22.6	21.5	22.6	25.0	26.7	23.0	23.0	18.0	18.1	18.1	18.0
	TOTAL AUDIENCE (Households (000) & %)						8,790 11.8				11,470 15.4							
	CBS TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)						6,030 8.1	8.1*		8.1*	6,560 8.8	8.7*		8.7*		8.9*		8.8*
	SHARE OF AUDIENCE %						16	16*		15*	16	16*		16*		16*		17*
	AVG. AUD. BY ¼ HR.						8.0	8.2	8.3	7.9	8.8	8.7	8.8	8.6	8.8	8.9	8.9	8.8
	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2				16,910 22.7							
W E E K 2	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,200 11.0	10.2*		11.8*	10,730 14.4	12.6*		14.6*		15.8*		14.7*
	SHARE OF AUDIENCE %						21	20*		22*	26	22*		26*		29*		28*
	AVG. AUD. BY ¼ HR.						10.4	9.9	11.5	12.1	12.5	12.7	14.2	15.0	16.0	15.6	15.3	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,060 22.9		18,250 24.5		19,740 26.5		18,550 24.9		16,910 22.7			
							HAPPY DAYS (R)		HAPPY DAYS SPECIAL (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						14,300 19.2		15,940 21.4		17,730 23.8		16,390 22.0		11,990 16.1	16.5*		15.7*
W E E K 2	SHARE OF AUDIENCE %						40		41		43		38		30	29*		31*
	AVG. AUD. BY ¼ HR.						17.5	21.0	20.3	22.5	23.0	24.6	22.2	21.8	17.0	15.9	16.0	15.3
	TOTAL AUDIENCE (Households (000) & %)						17,580 23.6											10,800 14.5
	CBS TV																	INSIDE YESTERDAY: TACO USA
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						10,500 14.1	12.3*		13.4*		13.6*		14.9*		16.5*		9,090 12.2
	SHARE OF AUDIENCE %						26	26*		26*		24*		26*		29*		24
	AVG. AUD. BY ¼ HR.						11.7	12.8	13.3	13.5	13.4	13.8	14.7	15.2	16.6	16.3	13.0	11.5
	TOTAL AUDIENCE (Households (000) & %)						8,490 11.4				16,760 22.5							
W E E K 2	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						5,810 7.8	7.1*		8.6*	9,460 12.7	10.2*		11.9*		13.8*		14.8*
	SHARE OF AUDIENCE %						16	15*		16*	23	18*		21*		24*		29*
	AVG. AUD. BY ¼ HR.						6.9	7.2	8.2	8.9	10.2	10.2	11.5	12.2	13.6	13.9	15.1	14.5
TV HOUSEHOLDS USING TV		WK. 1	44.5	45.7	46.0	47.3	48.8	50.8	52.5	54.7	55.6	56.5	55.9	56.4	54.9	54.9	53.9	52.0
(See Def. 1)		WK. 2	44.4	43.5	42.5	44.2	46.1	49.6	51.4	53.7	55.2	56.6	56.6	57.8	57.2	56.1	53.2	49.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.TUE. AUG.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. AUG.15, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,250 24.5				19,670 26.4				19,440 26.1			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,630 18.3	16.7*			15,870 21.3	20.5*			15,420 20.7	20.2*		21.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 15.7	34* 17.7		19.4	38* 20.5	37* 21.0	22.1	22.1	38* 19.5	36* 20.9	21.3	40* 21.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,750 10.4		7,450 10.0		16,690 22.4							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,260 8.4		6,480 8.7		9,010 12.1	12.0*		12.3*		12.6*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.5		16 8.3	9.0	22 11.7	22* 12.2	21* 12.3	21* 12.3	23* 13.2	23* 11.9	11.8	22* 11.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,340 17.9				16,760 22.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,390 12.6	11.9*		13.4*	10,060 13.5	12.9*		13.5*		13.8*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 11.5	24* 12.2		25* 13.1	24 12.9	23* 13.0	23* 13.5	23* 13.6	25* 13.8	25* 13.8	13.9	26* 13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				20,790 27.9				19,440 26.1			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4	14.9*		18.0*	17,060 22.9	21.2*		24.5*	16,090 21.6	21.5*		21.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 14.2	31* 15.5		35* 17.2	41 19.8	40* 22.7	43* 24.2	43* 24.8	41 21.8	40* 21.3	21.8	41* 21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,450 10.0		6,410 8.6		12,140 16.3							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,180 8.3		5,510 7.4		7,380 9.9	9.0*		9.5*		10.8*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.3		15 8.3	7.5	18 9.3	17* 8.7	9.3	17* 9.6	20* 10.5	20* 11.0	10.6	20* 10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,530 19.5				14,230 19.1							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,800 14.5	13.7*		15.2*	9,160 12.3	12.0*		12.1*		12.4*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 13.0	28* 14.5		30* 15.1	23 12.0	22* 11.9	11.9	21* 12.3	23* 12.2	23* 12.6	12.9	25* 12.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.0	44.7	45.5	46.5	47.3	49.8	51.6	54.1	54.9	56.0	57.2	57.9	55.8	55.4	53.8
		WK. 2	41.9	43.6	44.4	45.4	47.2	49.6	50.0	51.6	52.2	54.5	56.8	57.1	54.4	53.6	51.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.WED. AUG.22, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. AUG. 16, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. THU. AUG. 23, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 17, 1979

		NATIONAL Nielsen TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	11,320 15.2					FANTASY ISLAND (R)(OP)		16,320 21.9					ABC FRIDAY NIGHT MOVIE TAKE THE MONEY AND RUN(R)(SUS)(OP) (9:00-10:47PM)						
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	8,270 11.1	10.8*			11.4*		9,980 13.4	14.4*		12.8*		13.4*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 10.4	25* 11.1	11.2	11.5	24* 14.5	29* 14.4	13.2	12.5	13.4	13.4	12.7	10.7							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	10,950 14.7					INCREDIBLE HULK (R)(OP)		15,570 20.9					16,390 22.0					DALLAS (R)	
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	8,120 10.9	10.2*			11.6*		11,990 16.1	15.0*		17.2*		12,520 16.8	16.6*		17.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 9.6	23* 10.8	11.2	12.0	24* 14.4	30* 15.5	16.7	17.8	16.5	16.7	16.6	17.4							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	15,200 20.4					DIFF'RENT STROKES (R)(OP)		16,390 22.0					EDDIE CAPRA MYSTERIES (R)						
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	11,620 15.6	14.2*			17.0*		10,430 14.0	13.0*		13.5*		14.5*			15.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 13.1	33* 15.3	16.8	17.3	36* 13.0	27 13.0	13.4	13.6	14.5	14.4	14.8	15.4							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	9,980 13.4					FANTASY ISLAND (R)(OP)		11,100 14.9					WORLD CUP TRACK-FIELD-FRI						
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	7,230 9.7	9.9*			9.5*		5,360 7.2	6.2*		6.2*		8.2*			8.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 9.6	22* 10.3	9.9	9.1	20* 6.3	14 6.2	6.2	6.2	8.1	8.3	8.1	8.1							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	12,520 16.8					INCREDIBLE HULK (R)(OP)		18,330 24.6					DALLAS (9:00-10:54PM)(R)(SUS)(OP)						
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)	9,010 12.1	11.0*			13.1*		11,700 15.7	14.3*		14.3*		16.9*			17.8*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 10.6	24* 11.4	12.6	13.7	27* 14.4	28* 14.2	14.4	14.2	16.5	17.2	17.8	17.8							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	12,220 16.4					DIFF'RENT STROKES (R)		12,890 17.3		16,990 22.8		14,680 19.7		EDDIE CAPRA MYSTERIES (R)					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)	10,060 13.5		11,180 15.0		12,670 17.0	16.1*		17.9*		10,730 14.4	15.1*	13.8*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 12.7		31 14.3		33 14.2	32* 15.7		35* 15.6		28 16.5	29* 17.6	27* 18.2	27* 15.6	27* 14.6	27* 14.1	27* 13.6			
TV HOUSEHOLDS USING TV		WK. 1	38.3	38.9	38.5	40.5	42.2	45.1	47.0	48.5	49.9	50.8	51.6	52.2	52.4	52.0	51.7	50.3		
(See Def. 1)		WK. 2	40.5	42.0	40.9	41.7	43.6	46.1	47.5	49.7	50.3	50.5	51.1	51.6	51.9	51.6	51.0	50.0		

For explanation of symbols, See page A

EVE. FRI. AUG. 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. AUG.18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SAT. AUG.25, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 19, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 6.8		{ 14,900 20.0		{ 13,190 17.7		{ 23,320 31.3		ABC SUNDAY NIGHT MOVIE JOE KIDD(R)									
		AVERAGE AUDIENCE (Households (000) & %)	{ 2,760 3.7		{ 13,190 17.7		{ 11,770 15.8		{ 15,050 20.2		{ 18.9* 33 *		{ 19.1* 33 *		{ 22.0* 38 *		{ 20.8* 38 *			
		SHARE OF AUDIENCE %	{ 8 9 *		{ 8 8 *		{ 30 30		{ 35 35		{ 33 33 *		{ 33 33 *		{ 38 38 *		{ 38 38 *			
		AVG. AUD. BY ¼ HR. %	{ 4.1 3.3		{ 3.1 4.4		{ 16.5 18.9		{ 15.5 16.2		{ 18.6 19.2		{ 19.2 19.2		{ 18.9 21.4		{ 22.5 22.6			
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 19,370 26.0		{ 12,670 17.0		{ 14,160 19.0		{ 17,430 23.4		{ 16,840 22.6		{ 16,170 21.7		KAZ (R)					
		AVERAGE AUDIENCE (Households (000) & %)	{ 14,970 20.1		{ 11,030 14.8		{ 12,290 16.5		{ 14,970 20.1		{ 15,420 20.7		{ 12,740 17.1		{ 17.1* 30 *		{ 17.1* 31 *			
		SHARE OF AUDIENCE %	{ 45 46 *		{ 45 30		{ 32 32		{ 35 35		{ 35 35		{ 30 30		{ 30 30 *		{ 31 31 *			
		AVG. AUD. BY ¼ HR. %	{ 19.0 20.3		{ 21.4 19.6		{ 14.7 15.0		{ 16.0 17.0		{ 19.2 21.0		{ 20.3 21.1		{ 17.0 17.1		{ 17.0 17.2			
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 12,890 17.3		{ 16,320 21.9		{ 13,110 17.6		PRIME TIME SUNDAY											
		AVERAGE AUDIENCE (Households (000) & %)	{ 9,540 12.8		{ 9,760 13.1		{ 12.5 22		{ 12.7* 22 *		{ 12.2* 22 *		{ 12.2* 22 *		{ 12.4 12.4		{ 12.1 12.1			
		SHARE OF AUDIENCE %	{ 29 27 *		{ 24 22 *		{ 25 25 *		{ 24 24 *		{ 25 25 *		{ 22 22 *		{ 22 22 *		{ 22 22 *			
		AVG. AUD. BY ¼ HR. %	{ 10.7 12.3		{ 14.0 14.4		{ 10.7 10.9		{ 12.8 13.6		{ 13.6 14.0		{ 14.2 14.6		{ 13.2 12.3		{ 12.4 12.4			
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 8,050 10.8		{ 15,050 20.2		{ 14,300 19.2		{ 22,050 29.6		ABC SUNDAY NIGHT MOVIE STONE									
		AVERAGE AUDIENCE (Households (000) & %)	{ 5,510 7.4		{ 12,810 17.2		{ 12,740 17.1		{ 14,450 19.4		{ 17.9* 33		{ 18.3* 30 *		{ 20.8* 35 *		{ 20.6* 37 *			
		SHARE OF AUDIENCE %	{ 17 16 *		{ 18 34		{ 31 31		{ 33 33		{ 30 30 *		{ 30 30 *		{ 35 35 *		{ 37 37 *			
		AVG. AUD. BY ¼ HR. %	{ 6.1 7.0		{ 7.9 8.7		{ 15.7 18.6		{ 17.0 17.1		{ 17.3 18.4		{ 18.1 18.4		{ 20.3 21.4		{ 21.2 19.9			
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 17,210 23.1		{ 12,370 16.6		{ 13,560 18.2		{ 19,740 26.5		{ 17,360 23.3		JEFFERSONS (R)							
		AVERAGE AUDIENCE (Households (000) & %)	{ 12,520 16.8		{ 10,800 14.5		{ 12,220 16.4		{ 16,020 21.5		{ 20.3* 36		{ 22.8* 37 *		{ 19.2 33		{ 19.0* 34 *			
		SHARE OF AUDIENCE %	{ 39 38 *		{ 39 29		{ 30 30		{ 36 36		{ 34 34 *		{ 37 37 *		{ 33 33 *		{ 34 34 *			
		AVG. AUD. BY ¼ HR. %	{ 15.3 16.6		{ 17.1 18.0		{ 14.0 15.0		{ 15.8 17.1		{ 19.4 21.3		{ 22.4 23.2		{ 19.2 19.7		{ 19.3 18.6			
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 11,850 15.9		{ 18,700 25.1		{ 12,070 16.2		PRIME TIME SUNDAY											
		AVERAGE AUDIENCE (Households (000) & %)	{ 8,420 11.3		{ 11,030 14.8		{ 12.0 21		{ 12.5* 21 *		{ 11.5* 20 *		{ 11.5* 20 *		{ 11.5 11.5		{ 11.6 11.6			
		SHARE OF AUDIENCE %	{ 26 24 *		{ 27 26		{ 25 25 *		{ 26 26 *		{ 27 27 *		{ 26 26 *		{ 21 21 *		{ 20 20 *			
		AVG. AUD. BY ¼ HR. %	{ 9.5 10.8		{ 11.9 12.9		{ 12.5 12.9		{ 14.1 14.7		{ 15.7 16.2		{ 16.5 15.8		{ 12.9 12.0		{ 11.5 11.5			
		TV HOUSEHOLDS USING TV (See Def 1)	WK 1	42.4	43.8	45.7	46.2	48.0	50.2	50.8	53.2	56.5	58.5	58.3	58.7	57.5	57.1	56.8	53.9	
			WK 2	40.6	42.7	44.2	46.0	48.6	52.0	53.9	55.7	58.5	60.7	61.1	61.4	59.0	58.4	57.1	55.3	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

EVE. SUN. AUG. 26, 1979



SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		SUN. 11:00 P.M. 12:45 A.M.																			MON. 12:00 A.M. 1:30 P.M.																		
		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30																					
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 4,470 6.0																																				
		AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.9																																				
		SHARE OF AUDIENCE %	13																																				
		AVG. AUD. BY ¼ HR. %	5.9																																				
E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,220 7.0									7,820 10.5																											
		CBS SUNDAY NEWS-BRADLEY									LATE MOVIE I >(-OP)										(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 5,070 6.8									5,290 7.1										7.9*																	
		SHARE OF AUDIENCE %	15									24										24 *																	
E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,810 7.8									10,430 14.0										3,350 4.5																	
		NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)									TONIGHT SHOW >										TOMORROW SHOW (M-TH)>(OP)(-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.7									6,180 8.3										2,460 3.3																	
		SHARE OF AUDIENCE %	22									29										33 *																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,360 7.2																																				
		AVERAGE AUDIENCE (Households (000) & %)	{ 5,220 7.0																																				
		SHARE OF AUDIENCE %	15																																				
		AVG. AUD. BY ¼ HR. %	7.0																																				
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 6,330 8.5									8,050 10.8										(OP)																	
		CBS SUNDAY NEWS-BRADLEY									LATE MOVIE I >(-OP)										(OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 6,180 8.3									5,660 7.6										8.2*																	
		SHARE OF AUDIENCE %	17									27										26 *																	
E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 5,440 7.3									9,310 12.5										3,050 4.1																	
		NBC LATE NIGHT MOVIE (11:30-1:35AM)(-OP)									TONIGHT SHOW >										TOMORROW SHOW (M-TH)>(OP)(-OP)																		
		AVERAGE AUDIENCE (Households (000) & %)	{ 2,910 3.9									5,290 7.1										2,160 2.9																	
		SHARE OF AUDIENCE %	18									26										26 *																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	46.2	39.9	32.5	28.9	25.2	22.7	19.6	34.6	31.4	28.3	26.0	22.9	20.2	17.3	15.8	14.2																				
			WK. 2	48.7	41.4	32.8	27.6	24.6	22.2	19.4	33.1	30.5	27.1	24.7	21.3	18.2	15.7	14.0	12.5																				

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				2,760 3.7				3,730 5.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				2,310 3.1				3,200 4.3									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %				26 2.8		3.3		23 4.2		4.5							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,310 3.1				3,730 5.0					4,320 5.8			4,250 5.7		
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO					ALL IN THE FAMILY M-F (10:30-10:54AM) (OP)			WHEW (10:30-10:54AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)			1,420 1.9				2,240 3.0	2.5*		3.5*		3,580 4.8			3,650 4.9		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			18 1.8		2.0*	2.0	18 2.2	17* 2.8		19* 3.7		23 4.6	5.0		23 4.9	4.9	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			3,050 4.1				4,100 5.5					3,430 4.6			3,870 5.2		
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)					CARD SHARKS			HOLLYWOOD SQUARES (SUS)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3				3,350 4.5					2,910 3.9			3,050 4.1		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			28 3.1		3.4		25 4.5		4.5			18 3.9	3.9		19 4.0	4.2	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			2,980 4.0				4,020 5.4										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			2,380 3.2				3,430 4.6										
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			28 3.0		3.3		25 4.6		4.7								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			2,160 2.9				3,800 5.1					4,020 5.4			4,540 6.1		
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO					ALL IN THE FAMILY M-F (10:30-10:54AM) (OP)			WHEW (10:30-10:54AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)			1,340 1.8		1.8*		2,240 3.0	2.4*		3.6*		3,350 4.5			3,950 5.3		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			17 1.8		16*	1.8	17 2.0	15* 2.7	3.3	19* 3.9		21 4.2	4.7		24 5.2	5.4	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			2,980 4.0				4,100 5.5					3,580 4.8			4,170 5.6		
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)					CARD SHARKS			HOLLYWOOD SQUARES (SUS)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1				3,350 4.5					2,980 4.0			3,580 4.8		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			27 2.8		3.4		24 4.5		4.5			19 3.8	4.2		22 4.8	4.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.8	7.4	9.0	10.2	11.7	13.2	14.9	16.4	17.9	19.7	20.6	21.3	21.2	21.6	21.3	21.4
		WK. 2	5.7	7.4	8.8	10.3	12.5	14.5	15.7	17.1	18.1	19.3	20.2	21.4	21.5	22.1	21.8	22.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.13-17, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 7,300 9.8		{ 6,330 8.5		{ 4,020 5.4		{ 5,510 7.4		{ 8,570 11.5		{ 8,200 11.0			
	ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,110 8.2		{ 5,440 7.3		{ 3,350 4.5		{ 4,690 6.3		{ 6,560 8.8		{ 6,260 8.4		{ 8.3*	
	SHARE OF AUDIENCE %		{ 38		{ 31		{ 18		{ 24		{ 32		{ 31*		{ 31*	
	AVG. AUD. BY ¼ HR.		{ 7.6		{ 8.7		{ 7.2		{ 7.4		{ 4.4		{ 4.6		{ 6.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,220 7.0		{ 6,560 8.8				{ 7,750 10.4		{ 8,490 11.4		{ 7,150 9.6		{ 7,670 10.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,320 5.8		{ 5,590 7.5				{ 6,850 9.2		{ 7,600 10.2		{ 5,070 6.8		{ 6,030 8.1	
	SHARE OF AUDIENCE %		{ 27		{ 32				{ 35		{ 39		{ 25		{ 26*	
	AVG. AUD. BY ¼ HR.		{ 5.7		{ 6.0		{ 7.2		{ 7.8		{ 9.2		{ 9.1		{ 10.0	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 3,580 4.8		{ 4,620 6.2		{ 3,500 4.7		{ 3,870 5.2		{ 6,930 9.3		{ 4,990 6.7		{ 6,480 8.7	
	NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,130 4.2		{ 3,950 5.3		{ 2,980 4.0		{ 3,280 4.4		{ 4,990 6.7		{ 4,400 5.9		{ 4,400 5.9	
	SHARE OF AUDIENCE %		{ 19		{ 23		{ 15		{ 17		{ 24		{ 23*		{ 26*	
	AVG. AUD. BY ¼ HR.		{ 4.1		{ 4.1		{ 5.2		{ 5.5		{ 4.0		{ 3.9		{ 4.2	

W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 7,230 9.7		{ 7,080 9.5		{ 4,320 5.8		{ 6,180 8.3		{ 9,090 12.2		{ 8,490 11.4			
	ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,180 8.3		{ 5,960 8.0		{ 3,650 4.9		{ 5,220 7.0		{ 6,850 9.2		{ 6,410 8.6		{ 8.9*	
	SHARE OF AUDIENCE %		{ 36		{ 32		{ 19		{ 26		{ 32		{ 31*		{ 33*	
	AVG. AUD. BY ¼ HR.		{ 7.9		{ 8.7		{ 7.8		{ 8.2		{ 4.6		{ 5.1		{ 6.8	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 5,140 6.9		{ 6,480 8.7				{ 6,850 9.2		{ 8,640 11.6		{ 7,520 10.1		{ 7,670 10.3	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,400 5.9		{ 5,510 7.4				{ 5,960 8.0		{ 7,670 10.3		{ 5,510 7.4		{ 6,260 8.4	
	SHARE OF AUDIENCE %		{ 26		{ 30				{ 29		{ 38		{ 26		{ 24*	
	AVG. AUD. BY ¼ HR.		{ 5.6		{ 6.2		{ 7.1		{ 7.7		{ 7.9		{ 8.0		{ 10.2	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,250 5.7		{ 5,140 6.9		{ 3,950 5.3		{ 4,620 6.2		{ 6,710 9.0		{ 5,140 6.9		{ 7,080 9.5	
	NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,650 4.9		{ 4,400 5.9		{ 3,200 4.3		{ 3,800 5.1		{ 4,920 6.6		{ 4,620 6.2		{ 4,840 6.5	
	SHARE OF AUDIENCE %		{ 21		{ 24		{ 16		{ 19		{ 23		{ 22*		{ 24*	
	AVG. AUD. BY ¼ HR.		{ 4.9		{ 5.0		{ 5.8		{ 5.9		{ 4.2		{ 4.3		{ 4.9	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	21.9	22.9	23.5	24.4	25.9	27.0	26.9	27.2	27.0	27.2	26.7	27.1	26.6	26.9	27.3	27.9
	WK. 2	22.7	23.8	24.3	25.7	26.6	27.8	28.0	28.2	28.6	28.8	28.6	29.0	28.3	28.8	28.9	29.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.20-24, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.13-17, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,240 12.4		GENERAL HOSPITAL		4,540 6.1		EDGE OF NIGHT		7,670 10.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		7,300 9.8		9.6*		10.1*		5.4		4,020 8.7		6,480 8.7	
	SHARE OF AUDIENCE		{		33		33 *		34 *		19		21		21	
	AVG. AUD. BY 1/4 HR.		{		9.3		9.8		10.0		10.2		5.5		5.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		7,450 10.0		GUIDING LIGHT		M*A*S*H M-F		3,280 4.4		LOVE OF LIFE		10,130 13.6	
	AVERAGE AUDIENCE (Households (000) & %)		{		6,410 8.2*		8.6		2,680 3.6		3.6		8,870 11.9		CBS EVENING NEWS- CRONKITE	
	SHARE OF AUDIENCE		{		28 *		29		12		29		11.9		11.9	
	AVG. AUD. BY 1/4 HR.		{		8.0		8.3		8.3		8.9		3.5		3.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		8,640 11.6		ANOTHER WORLD						8,640 11.6		NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{		7,450 10.0		5.8*		6.2*				7,450 10.0			
	SHARE OF AUDIENCE		{		20 *		21 *						24		9.9	
	AVG. AUD. BY 1/4 HR.		{		5.7		5.8		6.2		6.2		9.9		10.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		9,310 12.5		GENERAL HOSPITAL		4,770 6.4		EDGE OF NIGHT		8,720 11.7		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{		7,380 9.9		9.6*		10.3*		5.5		4,100 9.9		7,380 9.9	
	SHARE OF AUDIENCE		{		32		31 *		33 *		18		24		9.6	
	AVG. AUD. BY 1/4 HR.		{		9.3		9.9		10.3		10.3		5.4		5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		9,690 13.0		GUIDING LIGHT		M*A*S*H M F		3,050 4.1		LOVE OF LIFE		9,690 13.0	
	AVERAGE AUDIENCE (Households (000) & %)		{		8,640 11.6		8.6*		8.8		3.5		2,610 11.6		CBS EVENING NEWS- CRONKITE	
	SHARE OF AUDIENCE		{		28 *		28		12		27		11.5		11.6	
	AVG. AUD. BY 1/4 HR.		{		8.6		8.7		8.5		9.2		3.4		3.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		8,570 11.5		ANOTHER WORLD						8,570 11.5		NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{		7,450 10.0		6.6*		7.1*				7,450 10.0			
	SHARE OF AUDIENCE		{		22 *		23 *						24		10.0	
	AVG. AUD. BY 1/4 HR.		{		6.4		6.7		7.1		7.1		10.0		10.0	

TV HOUSEHOLDS USING TV	WK. 1	28.3	29.5	29.9	30.5	28.8	29.6	30.2	31.6	32.7	34.3	35.9	38.2	39.9	41.3	41.1	41.7
(See Def. 1)	WK. 2	29.8	30.7	30.5	31.2	29.9	30.9	31.3	32.6	33.1	34.9	36.3	37.9	39.8	40.9	41.6	42.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY MON.-FRI. AUG.20-24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				2,460 3.3	3,650 4.9		4,920 6.6		5,590 7.5		5,070 6.8		6,410 8.6		
	ABC TV					FANGFACE (OP)	SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE-SUPERFRIENDS I		CHALLENGE-SUPERFRIENDS 2		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,860 2.5	2,760 3.7		3,870 5.2		4,540 6.1		4,620 6.2		5,510 7.4		
	SHARE OF AUDIENCE %	{				27	30		29		29		30		34		
	AVG. AUD. BY ¼ HR. %	{				2.1	2.9	3.2	4.3	5.0	5.4	6.3	5.9	6.1	6.3	7.4	7.4
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				2,680 3.6	4,020 5.4		5,140 6.9		6,850 9.2		7,820 10.5		4,920 6.6		
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,940 2.6	3,050 4.1		4,100 5.5		5,890 7.9		6,560 8.8		4,170 5.6		
	SHARE OF AUDIENCE %	{				26	28		31		38		39		25		
	AVG. AUD. BY ¼ HR. %	{				2.1	3.2	4.1	4.0	4.8	6.3	7.2	8.6	8.7	8.8	5.7	5.5
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				1,640 2.2	2,910 3.9		3,050 4.1		3,130 4.2		3,580 4.8		4,540 6.1		
	NBC TV					BAY CITY ROLLERS (SUS)	ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{				1,420 1.9	2,240 3.0		2,680 3.6		2,760 3.7		3,050 4.1		3,730 5.0		
	SHARE OF AUDIENCE %	{				21	23		22		18		18		23		
	AVG. AUD. BY ¼ HR. %	{				1.7	2.1	2.7	3.2	3.6	3.6	3.8	3.7	3.7	4.4	5.0	5.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				2,310 3.1	2,980 4.0		3,950 5.3		4,470 6.0		4,620 6.2		5,070 6.8		
	ABC TV					FANGFACE (OP)	SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE-SUPERFRIENDS I		CHALLENGE-SUPERFRIENDS 2		
	AVERAGE AUDIENCE (Households (000) & %)	{				1,710 2.3	2,310 3.1		3,050 4.1		3,800 5.1		3,870 5.2		4,400 5.9		
	SHARE OF AUDIENCE %	{				22	23		22		25		26		28		
	AVG. AUD. BY ¼ HR. %	{				1.9	2.7	2.6	3.6	4.0	4.2	4.7	5.5	4.8	5.6	6.1	5.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				3,280 4.4	4,690 6.3		6,260 8.4		7,000 9.4		6,710 9.0		5,220 7.0		
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)	ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,760 3.7	3,650 4.9		4,840 6.5		5,890 7.9		5,890 7.9		4,540 6.1		
	SHARE OF AUDIENCE %	{				34	32		37		39		37		28		
	AVG. AUD. BY ¼ HR. %	{				3.3	4.2	5.1	4.7	5.9	7.1	7.8	8.0	7.9	7.9	6.1	6.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				1,860 2.5	3,650 4.9		3,950 5.3		4,250 5.7		4,170 5.6		4,770 6.4		
	NBC TV					BAY CITY ROLLERS (SUS)	ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)		DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{				1,490 2.0	2,830 3.8		3,050 4.1		3,580 4.8		3,500 4.7		4,020 5.4		
	SHARE OF AUDIENCE %	{				20	27		24		24		22		24		
	AVG. AUD. BY ¼ HR. %	{				1.7	2.3	3.2	4.3	4.1	4.2	5.0	4.7	4.6	4.8	5.1	5.7
TV HOUSEHOLDS USING TV WK. 1		3.0	3.7	4.4	6.4	9.1	11.1	13.6	15.2	17.0	18.8	20.0	21.4	22.1	22.7	22.1	22.2
(See Def. 1) WK. 2		4.5	5.3	6.7	8.4	9.7	12.1	14.4	15.9	16.9	18.6	19.9	20.9	21.1	22.1	21.6	22.1

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 25, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,480 8.7		{ 4,840 6.5		{ 5,890 7.9		{ 7,230 9.7		{ 6,780 9.1							
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BIGFOOT AND WILDBOY		ALL NEW PINK PANTHER (OP)		AMERICAN BANDSTAND '79		NASL CHAMP. SOCCER-SAT CHICAGO VS FT. LAUDERDALE							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,220 7.0		{ 4,100 5.5		{ 4,770 6.4		{ 4,620 6.2		{ 1,940 2.6							
	SHARE OF AUDIENCE %	31		24		27		25		23 *							
WEEK 2	AVG. AUD. BY ¼ HR. %	7.1	6.9	5.4	5.7	6.2	6.7	5.3	6.1	6.6	26 *	6.7					
	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 5,360 7.2		{ 4,920 6.6		{ 6,110 8.2		{ 4,100 5.5		{ 5,590 7.5					
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL THE SHOPPING BAG LADY(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.9		{ 4,400 5.9		{ 4,170 5.6		{ 4,990 6.7		{ 3,500 4.7		{ 4,400 5.9					
WEEK 3	SHARE OF AUDIENCE %	26		25		23		26		18		22					
	AVG. AUD. BY ¼ HR. %	6.0	5.8	6.1	5.8	5.4	5.8	6.7	6.7	4.4	5.1	6.0	5.8				
	TOTAL AUDIENCE (Households (000) & %)	{ 4,840 6.5		{ 5,290 7.1		{ 4,170 5.6		{ 3,050 4.1		{ 4,470 6.0		{ 15,200 20.4					
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES		NBC MAJOR LEAGUE BSBL CHICAGO WHITE SOX VS BOSTON & ATLANTA VS MONTREAL (2:10-6:23PM)							
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 4,100 5.5		{ 4,620 6.2		{ 3,580 4.8		{ 2,460 3.3		{ 3,870 5.2		{ 5,740 7.7					
	SHARE OF AUDIENCE %	24		27		20		13		21		25					
	AVG. AUD. BY ¼ HR. %	5.2	5.8	6.1	6.2	5.0	4.6	3.3	3.3	5.1	6.3	7.0	7.9				

WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	4,400 5.9	2,830 3.8	5,890 7.9	NASL CHAMP. SOCCER-SAT TAMPA BAY VS PHILADELPHIA								NASL SOCCER FILL 2 (SUS)		
	ABC TV		CHALLENGE-SUPERFRIENDS 3 (OP)	BEST-KIDS ARE PEOPLE TOO												
	AVERAGE AUDIENCE (Households (000) & %)	{	3,650 4.9	2,160 2.9	1,710 2.3	2.6*	2.3*	2.4*	2.3*	2.0*						
	SHARE OF AUDIENCE %		23	13	10	12 *	10 *	11 *	11 *	8 *						
WEEK 6	AVG. AUD. BY ¼ HR. %	%	4.8	4.9	3.2	2.6	2.8	2.3	2.2	2.5	2.6	2.2	2.2	2.4	2.3	1.7
	TOTAL AUDIENCE (Households (000) & %)	{	5,660 7.6	5,740 7.7	5,890 7.9	6,180 8.3	4,840 6.5	4,100 5.5								
	CBS TV		TARZAN AND SUPER SEVEN 2	TARZAN AND SUPER SEVEN 3 (OP)	SPACE ACADEMY (OP)	FAT ALBERT AND COSBY KIDS (OP)	ARK II (OP)	CBS SAT. FILM FESTIVAL JOEY(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,920 6.6	4,620 6.2	4,620 6.2	4,770 6.4	3,950 5.3	3,130 4.2								
WEEK 7	SHARE OF AUDIENCE %	%	31	29	28	29	24	19								
	AVG. AUD. BY ¼ HR. %	%	6.7	6.4	6.0	6.3	6.2	6.2	6.4	6.4	5.0	5.5	4.3	4.1		
	TOTAL AUDIENCE (Households (000) & %)	{	4,840 6.5	5,810 7.8	4,170 5.6	3,350 4.5	4,020 5.4	10,730 14.4								
	NBC TV		FRED AND BARNEY SHOW	JETSONS (OP)	BUFORD &- GALLOPING GHOST	FABULOUS FUNNIES	(2) (-OP)	NBC MAJOR LEAGUE BSBL BOSTON VS KANSAS CITY & CINCINNATI VS NEW YORK METS (2:16-4:43PM)								
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 5.0	4,840 6.5	3,500 4.7	2,610 3.5	3,730 5.0	5,290 7.1	6.5*							
	SHARE OF AUDIENCE %		23	30	23	16	22	27	27 *							
	AVG. AUD. BY ¼ HR. %	%	4.8	5.1	6.2	6.7	4.6	4.8	3.2	3.7	5.0	5.1	6.1	6.9		
TV HOUSEHOLDS USING TV																
(See Def. 1)																
WK. 1	22.2	23.0	23.3	23.4	23.9	24.8	25.5	26.1	26.1	27.0	27.2	27.0	25.9	25.6	26.5	28.0
WK. 2	21.5	21.6	21.3	22.0	21.8	21.9	21.7	22.9	22.2	22.8	21.5	22.1	23.5	24.2	24.1	25.2

TV HOUSEHOLDS USING TV	WK. 1	22.2	23.0	23.3	23.4	23.9	24.8	25.5	26.1	26.1	27.0	27.2	27.0	25.9	25.6	26.5	28.0
(See Def. 1)	WK. 2	21.5	21.6	21.3	22.0	21.8	21.9	21.7	22.9	22.2	22.8	21.5	22.1	23.5	24.2	24.1	25.2

U.S. TV Households: 74,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A

DAY SAT. AUG. 25, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>11,850 15.9</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,820 10.5</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>10.5</div> <div>8.8*</div> <div>11.1*</div> <div>11.5*</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>30</div> <div>27*</div> <div>32*</div> <div>30*</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>11,850 15.9</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,820 10.5</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>10.5</div> <div>8.8*</div> <div>11.1*</div> <div>11.5*</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>30</div> <div>27*</div> <div>32*</div> <div>30*</div> </div>															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>11,850 15.9</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,820 10.5</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>10.5</div> <div>8.8*</div> <div>11.1*</div> <div>11.5*</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>30</div> <div>27*</div> <div>32*</div> <div>30*</div> </div>															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>11,850 15.9</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>7,820 10.5</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>10.5</div> <div>8.8*</div> <div>11.1*</div> <div>11.5*</div> </div>															
	AVG. AUD. BY ¼ HR.	<div> <div>30</div> <div>27*</div> <div>32*</div> <div>30*</div> </div>															

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

VEGETABLE SOUP  
II  
(SUS)

2,380  
3.2  
KIDS ARE PEOPLE TOO I  
(SUS) KIDS ARE PEOPLE TOO II

1,860  
2.5  
12  
2.4 2.6

450 .6	670 .9	2,530 3.4	SUNDAY MORNING				FOR OUR TIMES (SUS)	
WHAT'S NEW, MISTER MAGOO (OP)	CLUE CLUB (OP)							
370 .5	520 .7	1,420 1.9	1.2*	2.3*		2.2*		
8 <<	8 .5	12 .7	9*	14*		12*		
		1.0	1.4	2.3	2.4	2.2	2.2	

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

VEGETABLE SOUP  
II  
(SUS)

2,160  
2.9  
KIDS ARE PEOPLE TOO I  
(SUS) KIDS ARE PEOPLE TOO II

1,420  
1.9  
11  
1.9 1.9

1,340 1.8	890 1.2	2,760 3.7	SUNDAY MORNING				FOR OUR TIMES (SUS)	
WHAT'S NEW, MISTER MAGOO (OP)	CLUE CLUB (OP)							
1,040 1.4	670 .9	1,490 2.0	2.0*	1.9*		2.1*		
19 1.4	8 1.5	14 .8	18*	13*		13*		
		2.1	2.0	1.9	1.9	2.2	2.0	

TV HOUSEHOLDS USING TV  
(See Def 1)

WK. 1	2.5	2.8	3.3	3.8	5.8	7.4	8.8	11.0	13.0	14.5	16.1	18.1	19.6	20.8	20.6	19.5
WK. 2	2.9	3.2	3.7	4.5	4.8	6.9	8.9	10.5	12.1	13.0	14.5	15.2	16.6	17.6	17.8	17.3

U S TV Households 74,500,000

For explanation of symbols See page A

DAY SUN. AUG. 26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		2,980 4.0	2,160 2.9	2,310 3.1												
	ABC TV			KIDS ARE PEOPLE TOO !!!	ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,310 3.1	1,860 2.5	1,710 2.3												
	SHARE OF AUDIENCE %	{		16	12	11												
	AVG. AUD. BY ¼ HR. %	{		3.2	3.1	2.3	2.7	2.4	2.1									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				3,130 4.2					14,830 19.9							
	CBS TV					FACE THE NATION					NFL PRE-SEASON FTBL-CBS OAKLAND VS. NEW ENGLAND							
	AVERAGE AUDIENCE (Households (000) & %)	{				2,460 3.3					6,930 9.3							
	SHARE OF AUDIENCE %	{				18					5.9* 34							
	AVG. AUD. BY ¼ HR. %	{				3.5	3.1				6.7* 5.1							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{						3,280 4.4										
	NBC TV							MEET THE PRESS	RELIGIOUS SERIES (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{						2,530 3.4										
	SHARE OF AUDIENCE %	{						17										
	AVG. AUD. BY ¼ HR. %	{						3.5	3.3									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		2,310 3.1	2,610 3.5	2,160 2.9								5,070 6.8				
	ABC TV			KIDS ARE PEOPLE TOO !!!	ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS								RFK PRO-CELEBRITY TENNIS				
	AVERAGE AUDIENCE (Households (000) & %)	{		2,010 2.7	2,010 2.7	1,710 2.3								2,240 3.0				
	SHARE OF AUDIENCE %	{		15	14	11								2.6* 11				
	AVG. AUD. BY ¼ HR. %	{		2.5	2.9	2.3	2.4	2.3	2.4				2.7					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				3,580 4.8												
	CBS TV					FACE THE NATION												
	AVERAGE AUDIENCE (Households (000) & %)	{				2,910 3.9												
	SHARE OF AUDIENCE %	{				21												
	AVG. AUD. BY ¼ HR. %	{				4.0	3.8											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{						3,130 4.2										
	NBC TV							MEET THE PRESS										
	AVERAGE AUDIENCE (Households (000) & %)	{						2,680 3.6										
	SHARE OF AUDIENCE %	{						17										
	AVG. AUD. BY ¼ HR. %	{						3.4	3.8									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	19.2	19.5	19.8	20.4	20.2	20.7	21.0	22.3	21.9	22.8	23.8	25.4	26.8	27.5	27.7	29.0
		WK. 2	18.1	18.9	19.0	18.9	20.2	22.1	22.6	23.4	23.9	24.9	26.2	27.6	28.6	29.2	30.2	30.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 26, 1979



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,250 5.7				9,690 13.0						4,990 6.7			
	ABC TV	COLLEGE FOOTBALL 1979															
	AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0		2.5*		3.4* 6.2		5.1*		5.9*		7.5*		4,250 5.7	
	SHARE OF AUDIENCE %			10 8 *				11* 19 *		16 *		18 *		23 *		15	
	AVG. AUD. BY 1/4 HR. %			2.2		2.8		3.5		4.6		5.6		6.2		7.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					7,670 10.3										7,670 10.3	
	CBS TV	NFL PRE-SEASON FTBL-CBS OAKLAND VS. NEW ENGLAND															
	AVERAGE AUDIENCE (Households (000) & %)			10.5*		9.9*		5.1 17		6.0*		4.4*		4.5*		5.6*	
	SHARE OF AUDIENCE %			35 *		32 *		17		19 *		14 *		14 *		18 *	
	AVG. AUD. BY 1/4 HR. %	10.7		10.3		10.5		9.4		6.3		4.6		4.2		4.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					10,950 14.7										6,480 8.7	
	NBC TV	SPORTSWORLD															
	AVERAGE AUDIENCE (Households (000) & %)					6,110 8.2		6.5*		8.4*		9.7*				5,440 7.3	
	SHARE OF AUDIENCE %					25		20 *		27 *		30 *				19	
	AVG. AUD. BY 1/4 HR. %					6.3		6.8		8.1		8.7		9.9		9.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	10,500 14.1								9,610 12.9						5,070 6.8	
	ABC TV	WORLD CUP TRACK-FIELD-SUN (3:00-5:07PM)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	4,990 6.7		5.0*		6.0*		7.7*		7.9*		6,110 8.2		7.9*		8.5*	
	SHARE OF AUDIENCE %	22		17 *		20 *		25 *		25 *		25		24 *		26 *	
	AVG. AUD. BY 1/4 HR. %	4.6		5.4		5.7		6.3		7.6		7.8		8.0		7.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	7,300 9.8				6,480 8.7										6,560 8.8	
	CBS TV	PASSPORT TO PASADENA															
	AVERAGE AUDIENCE (Households (000) & %)	4,840 6.5		6.1*		7.0*		2,530 3.4		3.5*		3.0*		3.2*		3.6*	
	SHARE OF AUDIENCE %	22		21 *		24 *		11		12 *		9 *		10 *		11 *	
	AVG. AUD. BY 1/4 HR. %	5.8		6.4		7.3		6.7		4.0		3.1		3.1		2.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			2,910 3.9				9,610 12.9								5,140 6.9	
	NBC TV	PGA SPECIAL															
	AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1		4,840 6.5		5.9*		7.1*		6.4*				4,170 5.6	
	SHARE OF AUDIENCE %			10		20		19 *		22 *		19 *				15	
	AVG. AUD. BY 1/4 HR. %			3.1		3.0		5.3		6.5		7.4		6.8		6.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	29.4	29.4	30.5	31.2	32.0	32.6	31.9	31.4	32.3	33.2	32.9	34.2	36.5	38.6	39.4
		WK. 2	29.6	30.1	30.4	30.2	30.8	32.0	32.4	32.7	32.8	33.0	33.1	34.3	35.9	37.1	39.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 26, 1979

## OTHER PROGRAMS

[illegible]

EVENING SATURDAY																
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	9,980	13.4	9,980	13.4	27	13.4		11,850	15.9	11,850	15.9	33	15.9
ABC NFL PRE-SEASON FTBL-ABC(S)	1	9.00-11.52PM	~GRID	18,770	25.2	9,540	12.8	26								
			11.00						13.6							
			11.15					13.7*	29*							
			11.30						13.9							
			11.45					14.1*	32*							
ABC ABC WEEKEND REPORT-SAT.	2	11.00-11.15PM	11.00								5,290	7.1	5,070	6.8	14	6.8
ABC NFL PRE-SEASON FTBL FILL(SUS)	1	11.52-11.58PM	11.45													
ABC ABC WEEKEND REPORT-SAT.	1	12.00-12.15AM	12.00	2,910	3.9	2,830	3.8	11	3.8							
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								6,260	8.4	6,260	8.4	18	8.4
	1	9.07- 9.08PM	9.00	8,790	11.8	8,790	11.8	24	11.8							
CBS FEATURETTE-SAT(SUS)	1	10.53-11.00PM	10.45													
NBC NBC NEWS UPDATE-SAT.	2	8.57- 8.58PM	8.45								10,210	13.7	10,210	13.7	29	13.7
NBC NFL PRE-SEASON FTBL-NBC(S)	2	9.00-12.09AM	~GRID								22,280	29.9	10,130	13.6	28	
			11.00													15.1
			11.15											14.8*	29*	14.6
			11.30													16.5
			11.45											16.3*	37*	16.1
			12.00													16.2
NBC NBC NEWS UPDATE-SAT.	1	9.22- 9.23PM	9.15	12,070	16.2	12,070	16.2	31	16.2							
NBC SATURDAY NIGHT	1	11.30-12.48AM	11.30	14,380	19.3	9,240	12.4	36	12.5							
			11.45					12.6*	32*							
			12.00													
			12.15					12.6*	38*							
									12.2							

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING SATURDAY-CONT'D															
NBC SATURDAY NIGHT-CONT'D	2	12.39- 1.55AM	12.30						11.6		9,980	13.4	5,960	8.0	34
			12.45						11.0					10.0*	34*
			1.00												8.6
			1.15											8.0*	34*
			1.30												7.5
			1.45											6.4*	34*
EVENING SUNDAY															6.0
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	11,550	15.5	11,550	15.5	29	15.5		11,100	14.9	11,100	14.9	27
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,850	15.9	11,850	15.9	30	15.9		12,590	16.9	12,590	16.9	30
NBC NBC NEWS UPDATE-SUN.	1	9.03- 9.04PM	9.00	9,760	13.1	9,760	13.1	23	13.1						
	2	9.01- 9.02PM	9.00								11,320	15.2	11,320	15.2	26
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.32AM	*GRID	5,810	7.8	3,500	4.7	22							
	2	11.30- 1.35AM	*GRID								5,440	7.3	2,910	3.9	18
			12.45						4.7					3.8*	21*
			1.00						4.7						3.7
			1.15						4.7					3.7*	24*
			1.30						4.5						3.0

EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F		>	8.45	13,190	17.7	13,190	17.7	32	11.3	TU-F	11,250	15.1	11,250	15.1	27
			9.45						19.9	TU-TH					19.8
			10.15												9.5
ABC AMB. YOUNG'S RESIGNATION(SUS)	1	11.30-11.58PM	11.30							WED.					7.4
ABC LOW MOAN SPECTACULAR(S)	2	11.30-12.38AM	11.30								7,670	10.3	4,400	5.9	22
			11.45											6.8*	22*
			12.00												6.0
			12.15											5.5*	22*
			12.30												5.0
ABC POLICE STORY-MON.	2	11.30-12.41AM	11.30								5,070	6.8	3,130	4.2	16
			11.45											4.6*	15*
			12.00												4.1
			12.15											3.9*	16*
			12.30												3.7
ABC POLICE WOMAN	2	11.30-12.36AM	11.30								7,000	9.4	4,990	6.7	25
			11.45											6.8*	23*
			12.00												6.7
			12.15											6.8*	28*
			12.30												5.8
ABC SOAP	1	11.30-12.34AM	11.30	7,820	10.5	5,360	7.2	23	7.4	FRI.	6,930	9.3	4,770	6.4	20
	2	11.30-12.33AM	11.30											6.4*	18*
			11.45						7.3	FRI.					6.6
			12.00						7.0	FRI.					6.6
			12.15						7.3	FRI.				6.6*	22*
			12.30						6.3	FRI.					5.7



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC STARKY AND HUTCH-11:30	1	11.30-12.37AM	11.30	6,630	8.9	4,400	5.9	20	5.4	THU.	7,900	10.6	5,740	7.7	27	7.5	THU.
	2	11.30-12.36AM	11.30														
			11.45														
			12.00														
			12.15														
ABC TUESDAY MOVIE OF THE WEEK	1	11.30-12.41AM	11.30	8,120	10.9	5,140	6.9	24	8.2	TUE.							
			11.45														
			12.00														
			12.15														
			12.30														
ABC POLICE STORY-MON.	1	11.52- 1.03AM	11.45	5,890	7.9	4,020	5.4	21	5.7	MON.							
			12.00														
			12.15														
			12.30														
			12.45														
ABC POLICE WOMAN	1	11.58- 1.05AM	11.45	5,220	7.0	3,950	5.3	23	5.2	WED.							
			12.00														
			12.15														
			12.30														

ABC BARETTA-THU.			12.45	4,540	6.1	3,580	4.8	26	4.8	THU.	5,140	6.9	4,400	5.9	34	6.1	THU.
	1	12.37- 1.22AM	12.30														
	2	12.36- 1.24AM	12.30														
			12.45														
			1.00														
ABC BARETTA-WED.			1.15	4,020	5.4	3,050	4.1	26	4.1	WED.	4,020	5.4	3,050	4.1	26	3.8	WED.
	2	12.36- 1.28AM	12.30														
			12.45														
			1.00														
			1.15														
ABC POLICE STORY-MON. 2	2	12.41- 1.25AM	12.30	3,500	4.7	2,830	3.8	24	4.1	MON.	3,500	4.7	2,830	3.8	24	4.1	MON.
			12.45														
			1.00														
			1.15														
			1.30														
ABC TUESDAY MOVIE OF THE WEEK	2	12.38- 1.43AM	12.30	3,950	5.3	2,530	3.4	23	3.8	TUE.	3,950	5.3	2,530	3.4	23	3.8	TUE.
			12.45														
			1.00														
			1.15														
			1.30														
ABC TUESDAY MOVIE-WEEK PART 2	1	12.41- 1.28AM	12.30	4,840	6.5	3,800	5.1	30	5.7	TUE.							
			12.45														
			1.00														
			1.15														
			1.30														
ABC BARETTA-WED.	1	1.05- 1.49AM	1.00	4,020	5.4	3,350	4.5	32	4.5	WED.							
			1.15														
			1.30														
			1.45														
			1.50														

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC BARETTA-WED.-CONT'D			1.45						4.1	WED.									
ABC POLICE STORY-MON. 2	1	1.03- 1.48AM	1.00	4,770	6.4	4,100	5.5	33	5.5	MON.									
			1.15				5.5*	31*	5.5	MON.									
			1.30						5.6	MON.									
			1.45						5.6	MON.									
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,050	10.8	8,050	10.8	21	10.8	M-F									
	2	>	8.45								9,460	12.7	9,460	12.7	24	12.7			
CBS LATE MOVIE I		>	-GRID	7,820	10.5	5,290	7.1	24		M-F	8,050	10.8	5,660	7.6	27	M-F			
			12.00						6.7	MTUWF						7.5			
			12.15				6.6*	24*	6.5	MTUWF				7.4*	29*	7.3			
			12.30						6.0	MTUWF						6.7			
CBS LATE MOVIE II		>	12.00	4,250	5.7	3,500	4.7	24	6.7	M-F	4,250	5.7	3,200	4.3	24	6.1			
			12.15				6.3*	24*	6.1	THU.				5.3*	21*	4.9			
			12.30						4.9	M-F						4.9			
			12.45				5.8*	28*	4.6	M-F				4.2*	21*	4.4			
			1.00						4.1	MTUWF						4.1			
			1.15				4.1*	25*	4.0	MTUWF				4.0*	27*	3.9			
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	9,460	12.7	9,460	12.7	24	12.7	M-F	9,160	12.3	9,160	12.3	23	12.3			
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,070	6.8	2,760	3.7	25	4.8	FRI.	5,360	7.2	2,910	3.9	27	4.6			
			1.15				4.5*	25*	4.2	FRI.				4.4*	25*	4.3			

			1.30						4.1	FRI.						4.2	FRI.
			1.45				3.8*	26*	3.5	FRI.				4.0*	29*	3.8	FRI.
			2.00						3.2	FRI.						3.5	FRI.
			2.15				2.9*	25*	2.6	FRI.				3.2*	28*	3.0	FRI.
NBC TOMORROW SHOW		>	-GRID	3,350	4.5	2,460	3.3	22		M-TH	3,050	4.1	2,160	2.9	22		M-TH
			1.45						2.4	M-TH				2.3*	20*	2.4	M-TH
DAY MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,650	4.9	3,130	4.2	20	4.2	M-F	3,800	5.1	3,200	4.3	19	4.3	M-F
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,090	2.8	2,010	2.7	26	2.7		2,010	2.7	1,790	2.4	20	2.4	
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	3,580	4.8	3,200	4.3	32	4.3		3,050	4.1	2,910	3.9	27	3.9	
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 9.59AM	9.45	4,470	6.0	4,170	5.6	26	5.6		4,100	5.5	3,950	5.3	26	5.3	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,400	5.9	4,170	5.6	24	5.6		3,800	5.1	3,500	4.7	22	4.7	
ABC SCHOOLHOUSE ROCK-12.26PM	1	12.26-12.29PM	12.15	4,470	6.0	4,250	5.7	24	5.7								
ABC WORLD CUP TRACK-FIELD-SAT(S)	2	3.00- 5.02PM	-GRID								7,750	10.4	3,350	4.5	16		
			5.00													7.1	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,830	3.8	2,530	3.4	31	3.4		3,730	5.0	3,280	4.4	36	4.4	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,280	4.4	2,910	3.9	26	3.9		3,950	5.3	3,430	4.6	29	4.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,840	6.5	4,540	6.1	32	6.1		5,440	7.3	5,220	7.0	38	7.0	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	6,930	9.3	6,560	8.8	40	8.8 8.8		5,890	7.9	5,740	7.7	37	7.8 7.6	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	6,560	8.8	5,740	7.7	34	7.7		6,180	8.3	5,440	7.3	33	7.3	
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	4,770	6.4	4,540	6.1	26	6.1		4,540	6.1	4,400	5.9	28	5.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,690	6.3	4,170	5.6	24	5.6		4,920	6.6	4,400	5.9	27	5.9	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,320	5.8	4,020	5.4	22	5.4		4,170	5.6	3,950	5.3	24	5.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,920	6.6	4,690	6.3	24	6.3		4,400	5.9	4,400	5.9	26	5.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,400	5.9	4,020	5.4	20	5.4		4,170	5.6	3,800	5.1	22	5.1	
CBS IN THE NEWS-1.56PM		1.56- 1.59PM	1.45	4,320	5.8	4,020	5.4	20	5.4		3,130	4.2	2,830	3.8	17	3.8	
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	3,800	5.1	3,650	4.9	21	4.9		3,430	4.6	3,280	4.4	20	4.4	
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	3,800	5.1	3,800	5.1	23	5.1		3,950	5.3	3,870	5.2	23	5.2	
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,690	6.3	4,620	6.2	27	6.2		4,990	6.7	4,770	6.4	30	6.4	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	→GRID	4,470	6.0	3,870	5.2	21			4,020	5.4	3,730	5.0	22		
	2	2.00- 2.16PM	→GRID						5.6							5.1	
			2.15														
NBC SPORTS FILL-NBC(SUS)	1	6.23- 6.30PM	6.15														

## DAY SUNDAY

ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,160	2.9	2,010	2.7	13	2.7		2,010	2.7	1,790	2.4	13	2.4	
ABC WORLD CUP TRACK-FIELD-SUN(S)	2	3.00- 5.07PM	→GRID 5.00								10,500	14.1	4,990	6.7	22	8.3	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	450	.6	450	.6	9	.6		1,270	1.7	1,190	1.6	19	1.6	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	670	.9	600	.8	8	.8		750	1.0	750	1.0	9	1.0	